C1850-1
11/20/86

# PACKAGING

THE CAHNERS MAGAZINE FOR DECISION-MAKERS NOVEMBER 1986

Tips About Pack Expo '86

Look-Alike Packages Confuse Shoppers

Durkee Upgrades Pouch Lines

GM Packs Car in Corrugated

How to Select Spray Pumps

## New Labels Catch the Eye

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A CAHNERS PUBLICATION VOLUME 31 NUMBER 12


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## SQUEEZABLES SOAR 147% IN TWO YEARS

Sales total $362 million for first half of '86

Squeezable containers for food products are presenting some impressive sales numbers since their introduction in 1983. According to business analysts SAMI/Burke, New York City, which has been tracking numbers since mid-1984, sales of food products in squeezable containers have risen 147% from that time, from $146 million to $362 million.

New food product introductions in squeeze bottles also are on the rise. In the first half of 1986, 36 new items were introduced, compared to 26 during the same period in 1985, according to Marketing Intelligence Service, Napies, N.Y. According to M.I.S., Kraft alone introduced eight new items in squeeze bottles. One introduced last year, squeezable Miracle Whip salad dressing, won the gold award in the retail packages category of PACKAGING's Decision-Maker awards program, (see PACKAGING, Sept. 1986, p. 36).

Apparently, distribution is one of the few hurdles in the path of squeezables. More than 93 per cent of consumers who tried ketchup in a squeeze bottle liked it, according to PACKAGING's Consumer Survey, (see June 1986, p. 38). Answering the question, "If you have not purchased ketchup, mayonnaise or jelly in a plastic squeezer container, why?" the answer, "Haven't seen them," garnered the largest response at 28.6 per cent.

## VENDING MACHINES SET RECORD FOR SHIPMENTS

Sales per machine up slightly also

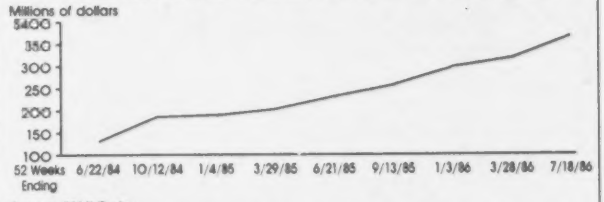
Packagers of products for the vending market may want to take note—factory shipments of new merchandise vending machines reached a record $428.5 million in 1985, up eight per cent from the $394.4 million reported for 1984.

Translated into number of machines, the 1985 total represents 561,117 vending machines, the fourth highest total in 18 years, according to the National Automatic Merchandising Association.

By category, food and confection machines led the way with a 15 per cent gain, followed by soft drinks at 11 per cent. Fresh-brew hot beverage machines and glassfront machines for snacks each increased 10 per cent. Those items sold from machines that reported above-average sales include bottled and canned drinks ($7,398), sandwiches, salads and entrees ($6,326).

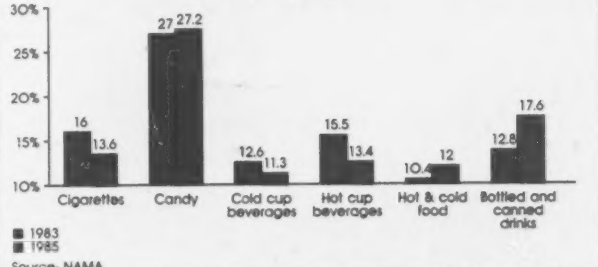
Average sales per machine in 1985 totaled $4,654, up slightly from 1984's figure of $4,271.

### FOOD PRODUCTS IN SQUEEZABLE CONTAINERS




Source: SAMI/Burke
Since their introduction in 1983, food products in squeezable containers have continued to increase in sales, registering their sharpest rise so far this year.

### RETAIL VENDING SALES BY PRODUCT CATEGORY 1983-1985




Source: NAMA
In two years, the fastest-growing product category for vending machine sales is bottled and canned drinks, which rose 4.8 percentage points.

### CURRENT TRANSACTION PRICES FOR SELECTED PACKAGING MATERIALS
(All in $/lb.)

| | Sept. 86 | Aug. 86 | Sept. 85 |
|---|---|---|---|
| Aluminum can stock | 1.06 | 1.03 | .98 |
| LDPE/liner | .24 | .24 | .29 |
| LDPE/clarity | .27 | .26 | .36 |
| LLDPE/butene | .24 | .235 | .27 |
| LLDPE/octene | .29 | .29 | .35 |
| HDPE/blow molding | .29 | .29 | .31 |
| HDPE/film grade | .33 | .33 | .36 |
| Polystyrene general purpose | .34 | .33 | .33 |
| Polystyrene | .35 | .34 | .36 |
| PVC general purpose | .29 | .285 | .27 |
| PP/homopolymer | .33 | .33 | .345 |
| PP/copolymer | .43 | .43 | .45 |
| ABS | .98 | .98 | 1.01 |
| Unbleached kraft shipping sack | 4.25 | 4.00 | 3.60 |
| Unbleached kraft grocery sack | 3.40 | 3.40 | 2.75 |
| Linerboard, 42 lb. east | 3.20 | 3.10 | 2.50 |
| Linerboard, 42 lb. west | 3.20 | 3.20 | 2.75 |
| Corrugating, medium, semi-chemical | 2.90 | 2.80 | 2.50 |
| Recycled folding boxboard, clay coated | 3.90 | 3.85 | 3.75 |
| Recycled folding boxboard, chipboard | 3.00 | 3.00 | 2.90 |
| Bleached kraft board | 6.00 | 6.00 | 5.70 |

Source: Purchasing, a Cahners Publication

### PACKAGING LEADTIMES
(in weeks)

| | Avg. | Month Ago | Year Ago |
|---|---|---|---|
| Metal cans | 3.0 | 2.9 | 3.4 |
| Composite cans | 3.1 | 3.2 | 3.3 |
| Glass containers | 4.3 | 4.7 | 4.4 |
| Plastic bottles | 4.2 | 3.6 | 3.6 |
| Plastic film | 3.9 | 3.8 | 3.3 |
| Laminates | 6.0 | 5.4 | 5.0 |
| Corrugated containers | 3.1 | 3.1 | 2.8 |
| Multiwall bags | 4.5 | 3.5 | 3.2 |
| Kraft Paper | 3.2 | 3.1 | 2.8 |
| Folding cartons | 3.8 | 3.5 | 3.7 |
| Fiber drums | 3.2 | 3.1 | 3.2 |
| Industrial crates | 2.9 | 2.8 | 3.4 |
| Strapping | 2.7 | 2.6 | 2.5 |
| Steel Drums (shipping) | 2.8 | 3.1 | 2.9 |
| Pallets | 2.6 | 2.6 | 2.7 |

Source: Purchasing, a Cahners Publication

## BEVERAGE MARKET TO REMAIN STRONG

Demographics and economics will keep market growing

Slow but steady growth is the watchword for the non-dairy beverage market through 1988. The market's value, which covers shipments of malt beverages, wines, brandies, distilled liquor, bottled and canned soft drinks, flavoring extracts and syrups, totaled $3.9 billion for July, up 6.6 per cent from the same time last year. Total market value in 1985 was $45.2 billion.

One reason for the healthy forecast is the attraction of packaged prepared beverages to the demographically strong baby boomer segment, according to Cahners Economics. As this segment continues to drink more bottled wine coolers and buy juice in aseptic packages for their children, the overall market is predicted to increase 6.5 per cent this year, 8.3 per cent in 1987 and 10.2 per cent in 1988.

## MORE STATS . . .

Worldwide production of linear low-density polyethylene totaled 5.4 billion pounds in 1985 and will grow between 11 and 12 per cent annually through 1990, according to a new study by **SRI International**. Grocery sacks and pallet stretch wrap will be the fastest-growing markets for LLDPE in the United States over the next five years . . . Fruit and vegetable juices, with 1985 retail sales of $9.38 billion, will top $11 billion by 1990, according to **FIND/SVP**. One reason is the growing acceptance of aseptics. The study estimates that market share for aseptics will grow from 5 per cent in 1985 to more than 30 per cent by 1990 . . . Industry shipments of corrugated and solid fiber products increased 1.2 per cent in August compared to the same month last year, according to the **Fibre Box Association**. Year-to-date consumption is 5.4 per cent ahead of last year.